

Date Created: Oct 17, 2019

Florence/Lauderdale Tourism

For the Month of September 2019



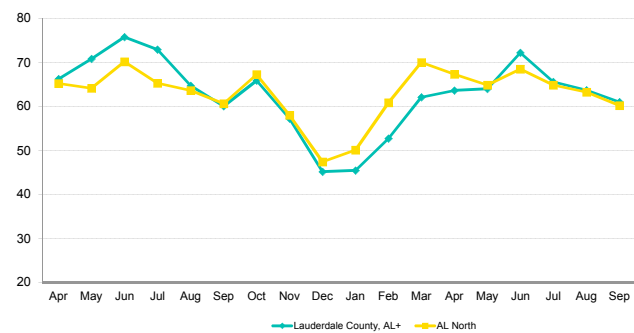
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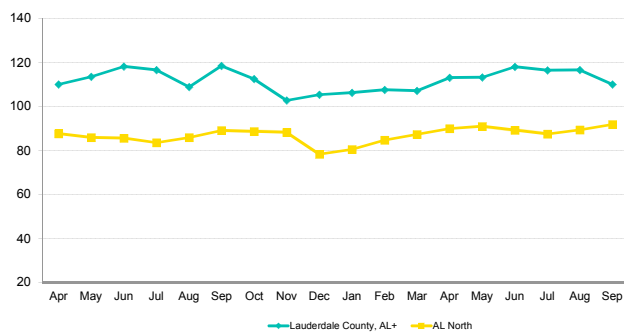
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Occupancy Comparison



ADR Comparison



Occupancy (%)	2018												2019					Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	66.2	70.8	75.8	72.9	64.7	60.1	65.9	57.2	45.2	45.4	52.7	62.1	63.6	64.0	72.2	65.6	63.7	61.0	63.6	64.1	61.2	62.0	62.5	59.9
AL North	65.3	64.1	70.2	65.3	63.6	60.7	67.3	58.1	47.5	50.1	60.9	70.0	67.4	64.9	68.5	64.8	63.3	60.2	59.3	62.1	63.4	57.4	60.0	61.9
Index	101.5	110.4	108.0	111.7	101.8	99.0	98.0	98.5	95.2	90.7	86.6	88.7	94.5	98.7	105.5	101.2	100.7	101.3	107.4	103.2	96.6	107.8	104.2	96.8
% Chg																								
Lauderdale County, AL+	3.9	-1.0	3.0	8.5	3.3	-11.2	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.6	1.6	-3.6	0.7	-4.4	-2.9	0.8	-4.1
AL North	7.6	6.4	10.1	6.2	6.3	-2.9	11.2	6.5	3.0	9.0	6.6	5.9	3.2	1.1	-2.4	-0.7	-0.6	-0.7	0.1	4.7	2.1	0.0	4.4	3.3

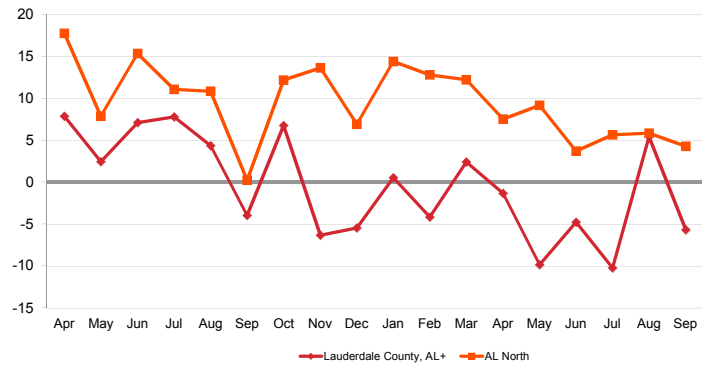
ADR	2018												2019					Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	110.10	113.54	118.14	116.63	108.82	118.44	112.50	102.72	105.36	106.22	107.56	107.07	113.02	113.25	118.05	116.38	116.55	109.97	108.14	111.38	112.45	107.39	109.99	111.24
AL North	87.66	85.96	85.66	83.54	85.86	89.04	88.69	88.18	78.28	80.48	84.75	87.30	89.90	88.90	89.20	87.44	89.43	91.81	81.86	84.67	88.14	81.97	84.45	87.56
Index	125.6	132.1	137.9	139.6	126.7	133.0	126.8	116.5	134.6	132.0	126.9	122.7	125.7	124.5	132.3	133.1	130.3	119.8	132.1	131.5	127.6	131.0	130.2	127.0
% Chg																								
Lauderdale County, AL+	3.8	3.5	3.9	-0.7	1.0	8.2	3.3	-0.4	1.7	4.9	3.0	1.5	2.7	-0.3	-0.1	-0.2	7.1	-7.1	3.2	3.0	1.0	3.1	2.4	1.1
AL North	8.5	0.8	4.1	3.1	3.2	1.9	-0.5	5.3	2.4	4.1	5.0	4.2	2.6	5.8	4.1	4.7	4.2	3.1	3.4	3.4	4.1	3.7	3.0	3.7

RevPAR	2018												2019					Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019
Lauderdale County, AL+	72.91	80.41	89.52	85.03	70.46	71.15	74.15	58.77	47.59	48.26	56.72	66.53	71.93	72.49	85.26	76.35	74.29	67.10	68.83	71.35	68.84	66.53	68.70	66.66
AL North	57.20	55.13	60.10	54.85	54.63	54.03	59.65	51.21	37.15	40.31	51.59	61.12	60.57	59.00	61.10	56.70	56.58	55.31	48.53	52.55	55.85	47.09	50.64	54.21
Index	127.5	145.9	149.0	155.9	129.0	131.7	124.3	114.8	128.1	119.7	109.9	108.9	118.8	122.9	139.6	134.6	131.3	121.3	141.8	135.8	123.3	141.3	135.7	123.0
% Chg																								
Lauderdale County, AL+	7.9	2.4	7.1	7.8	4.4	-4.0	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-5.7	-0.6	3.7	-3.5	0.1	3.3	-3.0
AL North	16.7	7.2	14.6	9.5	9.7	-1.1	10.6	12.1	5.4	13.4	11.9	10.4	5.9	7.0	1.7	4.0	3.6	2.4	3.5	8.3	6.3	3.7	7.5	7.1

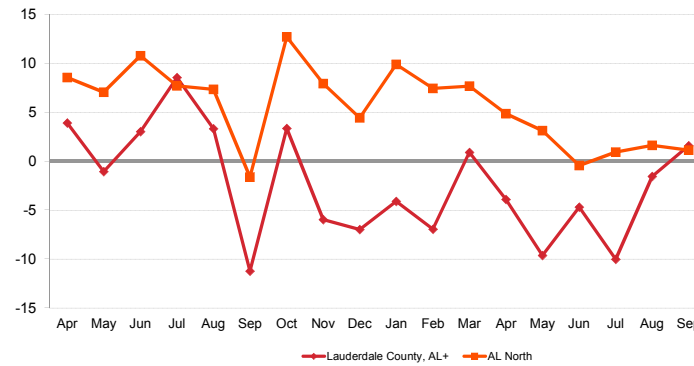
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018										2019								Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	25,290	26,133	25,290	26,133	26,133	25,290	26,133	25,290	26,133	26,133	23,604	26,133	25,290	26,133	25,290	26,133	26,133	25,290	230,139	230,139	230,139	307,695	307,695	307,695	
AL North	672,630	695,051	672,630	700,848	700,631	680,340	703,049	680,370	703,049	699,794	632,072	705,901	683,130	708,908	686,070	712,287	716,038	692,940	6,071,653	6,137,438	6,237,140	8,108,349	8,195,630	8,323,608	
Index	3.8	3.8	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.8	3.7	3.7	3.8	3.8	3.7		
% Chg																									
Lauderdale County, AL+	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
AL North	0.9	0.6	0.6	1.4	1.0	1.4	1.4	1.4	1.4	0.8	0.8	1.7	1.6	2.0	2.0	1.6	2.2	1.9	1.9	1.1	1.6	1.9	1.1	1.6	

Demand	2018										2019								Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	16,748	18,508	19,164	19,053	16,920	15,192	17,226	14,470	11,803	11,874	12,446	16,239	16,096	16,727	18,266	17,144	16,657	15,432	146,476	147,433	140,881	190,629	192,179	184,380	
AL North	438,917	445,760	471,918	457,587	445,798	412,852	472,825	395,090	333,619	350,517	384,794	494,249	460,216	459,752	469,903	461,891	453,015	417,475	3,599,470	3,809,058	3,951,812	4,658,036	4,914,067	5,153,346	
Index	3.8	4.2	4.1	4.2	3.8	3.7	3.6	3.7	3.5	3.4	3.2	3.3	3.5	3.6	3.9	3.7	3.7	3.7	4.1	3.9	3.6	4.1	3.9	3.6	
% Chg																									
Lauderdale County, AL+	3.9	-1.0	3.0	8.5	3.3	-11.2	3.3	-6.0	-7.0	-4.1	-6.9	0.9	-3.9	-9.6	-4.7	-10.0	-1.6	1.6	-3.6	0.7	-4.4	-2.9	0.8	-4.1	
AL North	8.6	7.1	10.8	7.7	7.3	-1.6	12.7	7.9	4.4	9.9	7.4	7.7	4.9	3.1	-0.4	0.9	1.6	1.1	2.0	5.8	3.7	1.9	5.5	4.9	

Revenue	2018										2019								Year To Date			Running 12 Month			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2017	2018	2019	2017	2018	2019	
Lauderdale County, AL+	1,843,949	2,101,391	2,264,068	2,222,194	1,841,291	1,799,266	1,937,887	1,486,401	1,243,610	1,261,259	1,338,731	1,738,693	1,819,209	1,894,258	2,156,292	1,995,273	1,941,433	1,697,065	15,839,782	16,420,764	15,842,213	20,471,759	21,138,238	20,510,111	
AL North	38,475,596	38,315,306	40,425,573	38,228,063	38,276,670	36,760,294	41,935,445	34,840,233	26,117,069	28,209,408	32,609,826	43,145,834	41,374,776	41,826,958	41,916,897	40,389,706	40,511,536	38,328,263	294,638,654	322,510,627	348,313,203	381,818,013	414,999,059	451,205,950	
Index	4.8	5.5	5.6	5.8	4.8	4.9	4.6	4.3	4.8	4.5	4.1	4.0	4.4	4.5	5.1	4.9	4.8	4.4	5.4	5.1	4.5	5.4	5.1	4.5	
% Chg																									
Lauderdale County, AL+	7.9	2.4	7.1	7.8	4.4	-4.0	6.7	-6.3	-5.5	0.5	-4.1	2.4	-1.3	-9.9	-4.8	-10.2	5.4	-5.7	-0.6	3.7	-3.5	0.1	3.3	-3.0	
AL North	17.7	7.9	15.3	11.1	10.8	0.2	12.2	13.6	6.9	14.4	12.8	12.2	7.5	9.2	3.7	5.7	5.8	4.3	5.4	9.5	8.0	5.6	8.7	8.7	

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Tab 4 - Response Lauderdale County, AL+

Florence/Lauderdale Tourism
 For the Month of September 2019

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2017												2018												2019																																															
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																				
34664	Baymont Inn & Suites Florence Muscle Shoals	Florence, AL	35630	Dec 2012	Apr 1996	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•													
48943	Closed - Independent Economy Inn	Florence, AL	35630	Dec 2011	Jun 1985	0	Y																																																																								
19299	Closed Homestead Executive Inn	Florence, AL	35630	Apr 2005	Jun 1985	0	Y																																																																								
5356	Closed Knights Inn Florence	Florence, AL	35630	Jan 1999		0	Y																																																																								
60265	Comfort Suites Florence Shoals Area	Florence, AL	35630	Jun 2010	Jun 2010	68		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																														
27043	Days Inn Florence Downtown	Florence, AL	35630	Aug 2014	Jun 1964	64	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																													
56872	Hampton Inn Florence Downtown	Florence, AL	35630	Nov 2007	Nov 2007	88		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																												
36723	Hampton Inn Florence Midtown	Florence, AL	35630	Jul 1998	Jul 1998	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																												
59876	Holiday Inn Express & Suites Florence Northeast	Florence, AL	35630	Jan 2010	Jan 2010	79		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																											
53518	Marriott Shoals Hotel & Spa	Florence, AL	35630	Jun 2005	Jun 2005	199		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																											
39061	Quality Inn Florence	Florence, AL	35630	May 2010	Oct 1999	47		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																										
60430	Residence Inn Florence	Florence, AL	35630	Jun 2010	Jun 2010	110		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																									
30004	Americas Best Value Inn & Suites Killen Florence	Killen, AL	35645	Feb 2017	Jan 1989	34		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○																									
Total Properties:						13	843	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																																																							

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